

**2nd
ANNOUNCEMENT**



LAUNCH

GLOBAL PATIENT SAFETY CHALLENGE: Clean Care is Safer Care

13 October 2005

World Health Organization, Geneva, Switzerland

Health care-associated infection is a major issue in patient safety as it affects millions of people worldwide and complicates the delivery of patient care. Infections contribute to patient deaths and disability, promote resistance to antibiotics and generate additional expenditure to those already incurred by the patients' underlying disease.

The World Alliance for Patient Safety addresses the problem of health care-associated infection through the Global Patient Safety Challenge programme with the theme "Clean Care is Safer Care".

The Launch

The launch of the Global Patient Safety Challenge will take place at WHO Headquarters in Geneva Switzerland, on Thursday, 13 October 2005. As part of the launch, the WHO Guidelines on Hand Hygiene in Health Care (Advanced Draft) will be made available.

The event will build on the momentum generated by the Briefing to introduce the Global Patient Safety Challenge during the Fifty-eighth World Health Assembly.

The launch aims to strengthen the commitment of interested Member States to the Global Patient Safety Challenge and the critical role of hand hygiene in controlling the spread of health care-associated infection and multiresistant pathogens. The launch proceedings will be chaired by Sir Liam Donaldson, Chair of the World Alliance for Patient Safety.

The central launch site at WHO Headquarters in Geneva will connect via video-links to several sites in the African, South-East Asian, European, Eastern Mediterranean and Western Pacific Regions of WHO. Ministers of health and major associations of health care professionals have been invited to formally pledge to tackle health care-associated infection, to give priority to hand hygiene in health care, and to share results and learning internationally. National campaigns to achieve improved hand hygiene among health care providers will be part of the pledges and harmonized with the global-awareness raising campaign "Clean Care is Safer Care", spearheaded by the World Alliance for Patient Safety.

Participants

The launch will bring together around 250 participants representing interested parties at the highest level, including senior government officials, representatives from international and governmental agencies and professional associations, civil society organizations,

academic and medical institutions, and WHO departments. It is anticipated that around 150 delegates will participate in the WHO Headquarters event, while the remaining will participate via the video-links.

The Director-General of WHO, Dr LEE Jong-wook, will lead the launch of the Global Patient Safety Challenge, followed by keynote speeches by Sir Liam Donaldson, Chair of the Alliance and Chief Medical Officer of the United Kingdom of Great Britain and Northern Ireland; Dr Timothy Evans, Assistant Director-General, Evidence and Information for Policy Cluster at WHO; and Professor Didier Pittet, leading the Global Patient Safety Challenge and Director of the Infection Control Programme at the University of Geneva Hospitals. It is envisaged that ministers of health and heads of national health agencies from developing, transitional and developed countries will participate in the event.

Following the launch, there will be an afternoon technical session at the University of Geneva Hospitals. During this session, the event will connect via video-link to sites in Europe, North and South America.

The launch will be open to journalists and foreign correspondents in Geneva.

Video-links

The overall objective is to encourage countries to organize a national event with the theme "Clean Care is Safer Care" with a focus on addressing health care-associated infection. It is proposed that ministers of health or their representatives express their support for WHO's *Global Patient Safety Challenge* programme theme "*Clean Care is Safer Care*", or deliver a country pledge to give priority to reducing health care-associated infections. The organizers of the national event are encouraged to seek the participation of policy-makers and technical experts in the fields of infection control and prevention, so that they become aware of the "Clean Care is Safer Care" initiative and WHO's efforts in developing the Guidelines on Hand Hygiene in Health Care.

It is proposed that the national event links via videoconferencing with the launch of the Global Patient Safety Challenge that will start at 8:45 AM (Geneva time). The national event would participate with a high-level speech, or a pledge, or express support to "*Clean Care is Safer Care*".

Several Member States have already agreed to participate in the launch through video-links with WHO Headquarters. These sites can be located at ministries of health, health care agencies, institutes and health care establishments. Each site will determine the most appropriate approach to the video-linked event. This could be:

- a high-level event involving the minister of health and high-level government representatives formally pledging to implement action that will curb the spread of health care-associated infections;
- a demonstration of hand hygiene practices that could take place in a hospital or a health care setting.

It is anticipated that a speaker(s) from the video-linked site will deliver the pledge, where appropriate, or a brief presentation about national initiatives or plans to address health care-associated infection.

National video-linked events should actively encourage the participation of their local press and media to cover the event in their country. Annex 1 provides a checklist outlining the overall management and coordination of video-linked events.

Country pledges

The implementation of the Global Patient Safety Challenge comprises three major strategies:

- global and national "Clean Care is Safer Care" campaigns
- country pledges
- pilot studies in several key districts worldwide

As part of the implementation strategies, WHO Member States will be invited to formally pledge to implement actions to reduce health care-associated infection within their country and to share results and learning internationally.

The pledge will be a clear statement by the Minister of Health of a country interested in addressing health care-associated infection. The statement will urge health authorities to:

- acknowledge the importance of health care-associated infection,
- share with the WHO World Alliance for Patient Safety available information on this problem including surveillance data if appropriate,
- consider the adoption of WHO strategies and guidelines to tackle health care-associated infection,
- develop campaigns at national or sub-national levels for improving hand hygiene among health care providers.

The statement will also urge health professional bodies and associations to ask their members to promote the highest standards of practice and behaviour to reduce the risks of health care-associated infection.

Background on the Global Patient Safety Challenge for 2005-2006

The Global Patient Safety Challenge is a core element of the Alliance's work. A key component of the Challenge has been the development of the new WHO Guidelines on Hand Hygiene in Health Care.

With hand hygiene as the cornerstone, the challenge aims to integrate a set of interrelated actions aimed at infection control and prevention drawn from existing WHO interventions, strategies and guidelines on infection control and prevention. These are: blood safety, injection safety, safe clinical practices, and safe water and sanitation in health care. Together, this package of interventions will be promoted by the Alliance to encourage its use in all Member States.

Hand hygiene, a very simple action, remains the primary measure to reduce health care-associated infection and the spread of antimicrobial resistance, enhancing safety of care across all settings, from advanced health care establishments to community health posts across countries. The new WHO Guidelines on Hand Hygiene in Health Care are being developed in collaboration with experts from research and academic institutions worldwide and technical experts from WHO.

The implementation of the Global Patient Safety Challenge will involve three major strategies:

1. Global and national "Clean Care is Safer Care" campaigns;
2. Building commitment from countries – the Country Pledges – to prioritize the reduction of health care-associated infection;

3. Implementing in several districts worldwide the new WHO Guidelines on Hand Hygiene in Health Care (Advanced Draft) as part of an integrated package of actions derived from existing WHO strategies in the areas of: clean products (blood safety); clean practices (safe clinical procedures); clean equipment (injection safety); and clean environment (safe water and sanitation in health care).

Venues:

Morning launch: World Health Organization, Executive Board Room, 20 Avenue Appia, 1211 Geneva 27, Switzerland

Afternoon session: University of Geneva Hospitals, 24 Rue Micheli-du-Crest, 1211 Geneva 14, Switzerland

Preliminary Programme, Thursday 13 October 2005

- 8:30 Coffee
- 8:45 Welcome by Sir Liam Donaldson, Chair of the launch event of the Global Patient Safety Challenge: Clean Care is Safer Care
- 8:55 Launch of the Global Patient Safety Challenge by Dr LEE Jong-wook, Director-General, World Health Organization
- 9:00 Keynote address by Sir Liam Donaldson, Chair of the World Alliance for Patient Safety: The Global Patient Safety Challenge: Clean Care is Safer Care
- 9:20 Keynote speeches by two ministers of health on national initiatives to address health care-associated infection
- 9:40 Speech by director of a health care agency on technical aspects of addressing health care-associated infection
- 9:50 Keynote speech by Dr Timothy Evans, Assistant Director-General, Evidence and Information for Policy Cluster, World Health Organization
- 10:10 Address by Professor Didier Pittet, leading the Global Patient Safety Challenge, Director of the Infection Control Programme, University of Geneva Hospitals on the development of the WHO Guidelines on Hand Hygiene in Health Care
- 10:30 Questions and Answers (open to journalists)
- 10:45 Chair gives the floor to several video-linked sites around the world
- 11:50 Chair draws attention to additional video-links later in the day with North and South America and the Opening Ceremony of the International Federation of Infection Control Conference in Istanbul, Turkey.

Chair opens the floor to Questions & Answers from all video-linked sites
- 12:10 Close of launch event. Luncheon buffet at the University of Geneva Hospitals *

Afternoon Session
GLOBAL PATIENT SAFETY CHALLENGE:
Clean Care is Safer Care
University of Geneva Hospitals, Geneva, Switzerland

- 12:30-13:15 WHO delegation and other high level participants arrive at the Hospital; unveiling ceremony, pledge by Swiss authorities to address health care associated infection; photo event;
- 13:15-14:15 Luncheon buffet
- 14:20 Welcome remarks by the host of the afternoon session
- 14:25 High-level speeches by Geneva Health and Hospital Authorities and WHO
- 15:10 Chair gives the floor to a video-linked site in Istanbul, Turkey, linking to the Opening Ceremony of the International Federation of Infection Control Conference
- 15:20 Chair gives the floor to two video-linked sites
- 15:30 Coffee break
- 16:00 Keynote speech by Professor Didier Pittet "From one hand to the other, in Switzerland and abroad", the World Alliance for Patient Safety: hands come first
- 16:10 New WHO recommendations
- 16:25-17:45 Presentations on:
Cultural dimension of hand hygiene
Hand hygiene among the Swiss
What about doctors' hands?
And what about surgeons' hands?
VigiGerme® at the University of Geneva Hospitals: two years on
- 18:00 Conclusion

Annex 1: Video-linked events

The organizers of the national event are encouraged to seek the participation of policy-makers and technical experts in the fields of infection control and prevention. It is proposed that ministers of health or their representatives express their support to WHO's programme *Global Patient Safety Challenge* with the theme "*Clean Care is Safer Care*", or deliver a country pledge to give priority to reducing health care-associated infections.

Checklist for the overall management and coordination of national events video-linked with the Geneva launch of the Global Patient Safety Challenge

Logistics

- Secure and set up appropriate setting and venue for the video link
- Organize technical support
- Liaise with WHO headquarters' technical support staff
- Test of video-link
- General trouble shooting
- Request and receive Alliance launch materials (Global Patient Safety Challenge: Clean Care is Safer Care; Executive Summary of the WHO Guidelines on Hand Hygiene in Health Care; WHO Guidelines on Hand Hygiene in Health Care (Advanced Draft), Press Kit including press release and fact sheet)
- Prepare national event documentation including agenda, list of invitees and launch materials, including those from the World Alliance for Patient Safety.

Participants

- Identify high-level participants and develop list of invitees to attend the national video-linked event
- Prepare and distribute invitations and coordinate participation
- Share final list of participants with WHO Headquarters
- Use the event as an opportunity to build partnerships with actors who can support national efforts to plan and implement "Clean Care is Safer Care".

Media

- Develop list of national media outlets and journalists
- Distribute invitations and background media materials to national media and actively mobilize the participation of the media to the video-linked event
- Link, if desired, with a local PR or media agency to oversee the organization of media materials and participation in the event.
- Compile press kits with materials from WHO and national documents appropriate to the occasion. WHO Press release will be forwarded to video-linked sites two days before the event with an embargo date of the launch
- Develop a Q & A sheet to respond to questions from the media
- Identify a spokesperson for media queries and interviews.